

McMahon tries hand at bodybuilding

Viewers of recent World Wrestling Federation TV broadcasts have noticed a new cast of unfamiliar faces being introduced.

But the faces of (Mighty) Mike Quinn, (Giant Killer) Danny Padilla and Mike Christian probably didn't make an impression. What does is their pecs and biceps, since the new crew consists of professional bodybuilders signed by Titan Sports (parent company of the WWF) for its new company, the World Bodybuilding Federation.



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BY DAVE MELTZER
FOR THE NATIONAL

The WWF is the latest promotional challenge for Vince McMahon. McMahon changed the face of the pro wrestling through modern marketing techniques and pay-per-view TV. In the process, he changed it from a dramatic performance with athletic overtones to an asteroid-logged muscle show.

Can he do the same for bodybuilding? The jury is still out. McMahon's WWF attempted to strip the established IFBB (International Federation of Bodybuilding) of its top pros by offering guaranteed money contracts, something his wrestlers don't have. And he's just a few weeks away from his first bodybuilding promotion, a fitness exposition and bodybuilding show June 15-16 in Atlantic City. McMahon is hinting on television of a Randy Savage/Ultimate Warrior posedown to draw his wrestling audience to the WWF's debut.

McMahon's promotional rival in this venture is Joe Weider, a formidable competitor. One of Weider's house organ publications, Flex, has already declared Weider the winner of this promotional battle. Last week, at an IFBB contest in New York, Ms. Olympia, Lenda Murray, was doing a posing exhibition with a graveyard-like backdrop, similar to the setting of the WWF's Funeral Parlor segment with Paul Bearer.

For the hardcore muscle aficionado, Weider remains No. 1, for now. But in wrestling, McMahon's strength has never been with the aficionados. It's been in watering down the product for the simplest of minds. To the unaided eye, the top bodies all pretty much look the same. It won't be the extra striation on the triceps that makes the difference. But it'll be, like in wrestling, who has the most charisma and the most memorable gimmick. Stay tuned.

ETC: Former AWA tag champs Wayne Bloom and Mike Enos start with the WWF at television tapings Tuesday night in Tucson, Ariz. The pair, formerly known as Destruction Crew, will be called The Bomber Brothers and be managed by John (The Golden Greek) Tolos. Jason Hervey of "The Wonder Years" TV show is now a regular on the TBS World Championship Wrestling show. Hervey and Dusty Rhodes do a weekly interview segment called "The Bull Drop Inn."

Chad
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